



KSHB-TV

ORDER

Flight Dates **10/30/12-11/05/12**

Contract / Revision **316046 / 10/30-11/5**
Original Date / Revision
 10/26/12 10/26/12
Advertiser **Hartzler / Republican / Cong**
Agency **Thompson Communications**
Buying Contact

200 W Jefferson
P O Box 317
Marshfield, MO 65706

Product
Agency Com 15%
Billing Contact

200 W Jefferson
P O Box 317
Marshfield, MO 65706

Sales Office KSHBN
Sales Region NAT
Agency Ref

Order Sep 00:20:00
Estimate #
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes POL POL CAND
Product Codes PL
Priority P-1
Advertiser Ref

Primary Account Executive
 Mike Wang

Account Executive	Order%	Start Date	End Date
Mike Wang	100%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KMCI	%	
KPXE	%	
KSMO	%	
UNKWN	100%	
WDAF	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	61	\$22,482.50	\$26,450.00	0.00	10/29/12	11/05/12	61	\$22,482.50	\$26,450.00
Totals	61	\$22,482.50	\$26,450.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	10/30/12	11/05/12	Mon 7-9p Voice	CM	7-9p	M-----	:30	1	\$4,500.00	P-1	0.00 NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----		0			\$4,500.00		0.00			
Week:		11/05/12	11/11/12	M-----		1			\$4,500.00		0.00			
N 2	KSHB	10/30/12	11/05/12	Sa 8-10a Sa 8-10am	CM	8a-10a	-----S-	:30	1	\$250.00	P-1	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-		1			\$250.00		0.00			
Week:		11/05/12	11/11/12	-----		0			\$250.00		0.00			
N 3	KSHB	10/30/12	11/05/12	NBC Action News at 5p NBC Action News at 5p Sa	CM	5-530p	-----S-	:30	1	\$400.00	P-1	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			



KSHB-TV

Print Date: 10/26/12

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Contract / Revision **316046** Flight Dates **10/30/12-11/05/12**

Hiatus Dates

Original Date / Revision 10/26/12/ 10/26/12

Order Sep 00:20:00

Advertiser **Hartzler / Republican / Con** Product **10/30-11/5**

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	KSHB	10/30/12	11/05/12	NBC Action News at 5p Sa NBC Action News at 5p Sa	CM	5-530p	-----S-	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					1	\$400.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$400.00		0.00			
N 4	KSHB	10/30/12	11/05/12	NBC Action News at 6p Sa Sa 6-630p	CM	6-630p	-----S-	:30	1	\$450.00	P-1	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					1	\$450.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$400.00		0.00			
N 5	KSHB	10/30/12	11/05/12	Sun 630-7a Sun 630-7a	CM	Sun 630-7a	-----S	:30	1	\$75.00	P-2	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S					1	\$75.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$75.00		0.00			
N 6	KSHB	10/30/12	11/05/12	Su Late News Late News Su	CM	Late News Su	-----S	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S					1	\$300.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$300.00		0.00			
N 7	KSHB	10/30/12	11/05/12	M-Su 4a-5a M-F 4-5a	CM	4-5a	-----	:30	0	\$25.00	P-2	0.00	NM	5	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--					4	\$25.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$25.00		0.00			
N 8	KSHB	10/30/12	11/05/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	4	\$150.00	P-2	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--					4	\$150.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$150.00		0.00			
N 9	KSHB	10/30/12	11/05/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	4	\$100.00	P-2	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--					4	\$100.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$100.00		0.00			
N 10	KSHB	10/30/12	11/05/12	M-F 2-3p M-F 2-3p	CM	2-3p	MTWTF--	:30	4	\$100.00	P-2	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--					4	\$100.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$100.00		0.00			
N 11	KSHB	10/30/12	11/05/12	M-F 3-4p Jeff Probst show	CM	3-4p	MTWTF--	:30	4	\$50.00	P-3	0.00	NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--					4	\$50.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$50.00		0.00			
N 12	KSHB	10/30/12	11/05/12	M-F 4-430p Jeopardy	CM	4-430p	MTWTF--	:30	4	\$350.00	P-2	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--					4	\$350.00		0.00			
		Week: 11/05/12	11/11/12	M-----					0	\$350.00		0.00			
N 13	KSHB	10/30/12	11/05/12	M-F 430-5p Action News @ 430PM	CM	430-5p	MTWTF--	:30	4	\$325.00	P-2	0.00	NM	4	\$1,300.00

Totals	61	\$26,450.00
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